From: LearnOutLoud.com <emagazine@learnoutloud.com>
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CC:
Date: Wed, 3/28/2012 4:07:45 PM
Subject: Psychologist Daniel Kahneman on the Happiness of Experience vs. Memory, and Thinking Fast & Slow

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Free Resource - March 28th, 2012

Free Resource of the Day

Daniel Kahneman: The Riddle of Experience vs. Memory

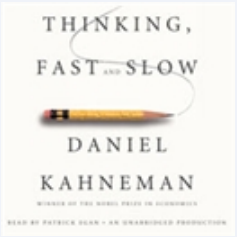
The Nobel Prize-winning inventor of behavioral economics and renowned psychologist Daniel Kahneman recently spoke at the TED conference on the complicated subject of happiness. Kahneman attempts to distinguish the happiness we experience versus the happiness we feel from our memories. We usually recall our memories like stories so if they ended poorly we often remember them as unhappy even we generally experienced happiness throughout their duration. With the vacations that we take, we often decide on where to go with the idea of creating great memories, even if we spend a great deal more time experiencing the vacation than reliving the memories later. He applies these distinctions to many other examples in an attempt to clarify the idea of happiness. This talk is available from TED.com on MP3 audio download and streaming video.

Daniel Kahneman: The Riddle of Experience vs. Memory

And if you'd like to hear more from Daniel Kahneman check out his recent hour-long talk that he delivered at Google on his bestselling new book **Thinking, Fast and Slow**, which takes a look at the benefits and downsides of fast, intuitive, and emotional thinking versus slower, more deliberative, and more logical thinking:

Daniel Kahneman on Thinking, Fast and Slow

Coupon of the Day



Thinking, Fast and Slow

Take $10 Off *Thinking, Fast and Slow* by Daniel Kahneman on audio download. Enter in the coupon code: **thinking**. On the bottom of the payment page of checkout below where you enter your credit card information click "Apply a LearnOutLoud.com Gift Certificate or Coupon" and enter in this coupon code. Note: this coupon only works with credit cards and not PayPal. This coupon is valid for this title through next week until Wednesday, April 4th.

The guru to the gurus at last shares his knowledge with the rest of us. Nobel laureate Daniel Kahneman's seminal studies in behavioral psychology, behavioral economics, and happiness studies have influenced numerous other authors, including Steven Pinker and Malcolm Gladwell. In Thinking, Fast and Slow, Kahneman at last offers his own, first book for the general public. It is a lucid and enlightening summary of his life's work. It will change the way you think about thinking.

Two systems drive the way we think and make choices, Kahneman explains: System One is fast, intuitive, and emotional; System Two is slower, more deliberative, and more logical. Examining how both systems function within the mind, Kahneman exposes the extraordinary capabilities as well as the biases of fast thinking and the pervasive influence of intuitive impressions on our thoughts and our choices. Engaging the reader in a lively conversation about how we think, he shows where we can trust

our intuitions and how we can tap into the benefits of slow thinking, contrasting the two-system view of the mind with the standard model of the rational economic agent.

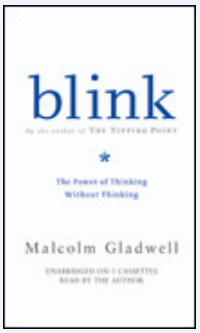
Kahneman's singularly influential work has transformed cognitive psychology and launched the new fields of behavioral economics and happiness studies. In this path-breaking book, Kahneman shows how the mind works, and offers practical and enlightening insights into how choices are made in both our business and personal lives - and how we can guard against the mental glitches that often get us into trouble.

Available on MP3 Audio Download.

Listen to a free sample of: Thinking, Fast and Slow

Malcolm Gladwell Audio & Video

Featured Section



Malcolm Gladwell Audio & Video

Malcolm Gladwell is a Canadian writer and author of many best-selling non-fiction titles about interesting and current aspects of sociology and psychology as they apply to the social sciences. Gladwell grew up the son of a British father and a Jamaican-born mother. While he was born in England, the author moved to Canada at the age of six.

Gladwell stayed in Canada until graduating college in 1984, with the exception of a brief stint in 1982 when he interned with the National Journalism Center in Washington, DC. The author later moved to New York City where, in 1996, he became a staff writer for The New Yorker. His first book, **The Tipping Point**, was published in 2000 and enjoyed critical success along with sales of over 1.7 million copies. Gladwell has received several awards and honors in addition to his success as an author. In 2005, Time magazine named him as one of its 100 most influential people.

In **Blink**, Gladwell's second non-fiction work, readers will begin to understand the inner workings of their mind; how they make decisions and why others might make different choices. **Blink** is narrated by Malcolm Gladwell and is available as an audio download or CD. One of Gladwell's later works, **Outliers: The Story of Success**, is available on download and explores the reasons behind high achievement in some individuals. Lastly, **What the Dog Saw: And Other Adventures** features an anthology of some of Gladwell's most brilliant pieces from The New Yorker.

Malcolm Gladwell Audio & Video

100 Best TED Talks

100 Best TED Talks

After watching or listening to hundreds of the most popular and highest rated TED talks, we've compiled this list of the **100 Best TED Talks of All Time!** For over five years now the Technology, Entertainment, Design (TED) Conference has been releasing talks from their conference on video featuring leading thinkers not only in technology, entertainment, and design, but also science, psychology, personal growth, and numerous other areas. They now offer over 900 talks on their website and numerous other TED conferences have popped up including TED Global, TED India, TED Women, and 100s of TEDx Events which have produced almost 10,000 TEDx videos on YouTube.

For this top 100 list we've selected mostly videos from the main TED conferences but have also added some talks from these special TED events. We've divided the top 100 list up by categories and ranked the TED talks within each category according to the ones we enjoyed the most. We've embedded all these TED talks on pages on our site along with linking over to TED's site which offers many of them on MP3 audio & video download. We've generally left out the really short TED talks and the ones that are more entertainment rather than educational. We'll be updating this list as we find better and better TED talks in the years to come.

If you watch or listen to all these TED Talks, we guarantee that they will change the way you view the world! The TED Talks give you a global outlook in a way that few other resources can provide. And at 20 minutes you can get through a lot of them and gain a lot of condensed knowledge very quickly. Expand your mind and inspire yourself to learn more with these amazing TED talks!

100 Best TED Talks

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